

ABSTRACT

5 A method is provided for selling a perishable-receiving premium container, the
method including providing the container adjacent to a display of a perishable, wherein the
container is adapted to be used by a consumer to place the perishable into the container;
charging the consumer for the perishable; and charging the consumer for the container
based on indicia on the container. In addition, a method is provided for offering a
consumer a choice between disposable perishable-receiving containers, the method
including providing a premium container adjacent to a perishable; providing a standard
10 container adjacent to the perishable; allowing the consumer to choose between the
standard and premium containers; and charging the consumer for the container chosen
based on indicia on the container, wherein the charge for the premium container is greater
than the charge for the standard container.

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